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January 31, 2014

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *J.E. Fielding*
Director and Health Officer

SUBJECT: **NETWORK FOR A HEALTHY CALIFORNIA GRANT – YEAR ONE
(SEPTEMBER 18, 2012, AGENDA ITEM 34)**

This is in response to the September 18, 2012 Board motion instructing the Department of Public Health (DPH) to report to the Board after the close of each year on the Network for a Healthy California – Local Health Department (Network-LHD) grant. Year One of the grant ended on September 30, 2013.

The attached report provides updates on progress across the grant's objectives, including milestones and outcomes achieved during Year One, in the following categories: Infrastructure/Program Development; Partnerships; County Nutrition Action Plan; Community Assessments; Community/Media Events; Quantitative Outcomes; and Lessons Learned.

If you have any questions or need additional information, please let me know.

JEF:sb
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c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Network for a Healthy California – Local Health Department (Network-LHD) Year One Report

The Network-LHD grant award is funded by United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program Education (SNAP-Ed) through the California Department of Public Health (CDPH) for the purpose of educating low-income consumers about healthy eating and active living. As such, the goals, objectives, activities, and timelines of the Network-LHD program have been pre-determined by the State and described in a template-style scope of work (SOW) for Year One, which is included as part of the approved agreement between the County and CDPH.

The overarching goal of Network-LHD is to empower the target audience to select healthy foods and beverages and increase physical activity through nutrition education, social marketing, and environmental changes. The SOW is built around multiple objectives that support this overarching goal.

In 2012-13, CDPH transitioned its funding model from direct contracting with local entities to one where local health departments (LHDs) serve as the lead local agency for their jurisdiction. To support LHDs in this transition, the Network-LHD Year One SOW includes, by design, support for infrastructure and program development.

Infrastructure/Program Development

Grant requirements include the filing of necessary reports, responding to requests from State program and contract managers, participating in reviews as requested, and complying with local, state, and federal guidance. All of these activities were met. On November 7, 2013, the State's Program Compliance Review team conducted an audit of our program and reported no issues of concern.

Network-LHD staff participated in a number of required meetings, trainings, and conferences, including the Los Angeles Collaborative for Healthy Active Children quarterly meetings in December, March, and May; "Building Capacity of Healthy Behaviors in Youth Program Leadership" in April, and "A Community Approach to Advancing Health and Equity: The Spectrum of Prevention" in May 2013.

CDPH requires that contractors receiving more than \$200,000 must offer subcontracts to a variety of local entities such as schools, community-based organizations, and cities. During the course of Year One, DPH staff developed a Request for Proposals (RFP) which was distributed widely across the County. Sixty-four agencies submitted applications and 15 were selected to provide services in the areas of peer-to-peer, youth engagement, and faith-based nutrition education. Selected contractors were approved by your Board on November 19, 2013. In addition, requests for sole source agreements with the Los Angeles Unified School District (LAUSD) and the Los Angeles County Office of Education (LACOE) were developed by DPH staff and approved by your Board on November 5, 2013. School contractors will provide

classroom-based nutrition education to low-income children and families in SNAP-Ed eligible schools.

Partnerships

In Year One, Network-LHD staff developed and maintained key partnerships with multiple public and private entities whose mission supports one or more Network-LHD objective. The following is an overview of key activities that have resulted from collaborative efforts with Network-LHD partners.

Department of Public Social Services (DPSS)

Staff from Network-LHD and DPSS leveraged one another's resources with the goal of enhancing the efforts of their respective agencies. In Year One, this partnership resulted in twelve community outreach events and over 13,000 direct contacts. This allowed Network-LHD educational resources to become available to a variety of new agencies and SNAP-Ed eligible populations.

Additional partnerships established as a result of our relationship with DPSS led to the "Let's Get Moving Lennox" project, in which signs providing nutrition tips and physical activity suggestions were installed at 12 Link bus stops in Lennox. The signs encourage riders to complete simple exercises while waiting for the Link bus. Overall, the signs create a full exercise circuit spanning the 2.5-mile Link bus route. This project is unique in that it counters existing social norms since it encourages community members to exercise at bus stops when it is customary to wait idly for the bus to arrive. It also encourages residents to incorporate physical activity, in ten minute increments, into their everyday activities. Network-LHD staff will continue the implementation and evaluation of this project in 2013-14.

Supplemental Food Program for Women, Infants, and Children (WIC)

Network-LHD staff utilized a strategic planning opportunity with Northeast Valley Health Corporation (NEVHC) WIC administrators to develop a nutrition education class that addressed the needs of WIC recipients while remaining within established nutrition education guidelines. The resulting class included Network-LHD approved materials and was taught at NEVHC sites where WIC vouchers are distributed. Between December 2012 and January 2013, 160 classes were taught at 16 WIC sites, reaching more than 8,000 participants. Qualitative analysis of feedback received during staff training as well as during the nutrition education classes indicated that both WIC staff and class participants enjoyed learning about healthy cooking and applying these skills to make traditional recipes healthier.

School Districts

A partnership was developed with ABC Unified School District (ABCUSD) to provide nutrition education services and training at their qualifying early childhood education sites. In August 2013, ABCUSD's sites implemented a "healthy celebrations" policy to ensure healthy foods are

offered to students during birthday and holiday celebrations. Nutrition education was provided to dentists and nurses assigned to work with this population.

Similar efforts are expected to take place in 17 early childcare sites in Year Two. One such site, at Norwalk-LA Mirada Unified School District, includes a “childcare hub” with 20 classrooms (Head Start, Early Head Start, and State Preschool). District staff has expressed a strong interest in nutrition education and in making policy changes that support health.

Peer Education

Network-LHD staff partnered with AltaMed’s peer education program to enhance nutrition education efforts at two of AltaMed’s Federally Qualified Health Centers. A health promoter employed by AltaMed at each site incorporated Network-LHD lessons into the existing AltaMed curriculum to teach clinic patients about self-care and living a healthy lifestyle.

In addition, Network-LHD staff also recruited eight HealthNet promotoras and approximately 25 community health workers from Nuestras Calles Sueñan in Pacoima, as well as 20 staff at the Children’s Clinic in Long Beach, to utilize Network-LHD resources for nutrition education classes in the community. In partnership with the City of Huntington Park, the Alliance for a Healthier Generation, and Woodcraft Rangers, Network-LHD staff developed a promotora program to engage parents from local afterschool programs in sharing nutrition and physical activity information with their peers at afterschool sites.

Retail Grocery/Corner Stores

Efforts in the area of improving offerings at grocery retailers included partnerships with the Long Beach Department of Health and Human Services and El Rapido Long Beach Market. This partnership resulted in the inclusion of new produce varieties at El Rapido’s store, alternate placement of produce near the front of the store, posting of Network-LHD merchandising and education materials, and installation of a healthy choice section near the checkout counter. In addition, the Network-LHD Retail Program has partnered with Don Baraton market in Filipinotown. The store plans to add fresh produce to their inventory by the end of the calendar year. Once produce is added, they will be displaying Network-LHD merchandising materials within the store.

Network-LHD staff enriched existing partnerships in the Latino community through their efforts with the UCLA Corner Store Conversion Project, the goal of which is to convert four corner stores in the predominantly Latino neighborhoods of Boyle Heights and East Los Angeles, to increase access to fresh fruits and vegetables for local residents. Network-LHD staff partnered with UCLA to provide nutrition education at refurbished store grand opening events.

Network-LHD staff partnered with the Asian Pacific Islander Obesity Prevention Alliance (APIOPA) to enhance their corner store conversion efforts. Network-LHD staff connected APIOPA with Sustainable Economic Enterprises – Los Angeles, the managing organization for the Echo Park Farmers’ Market. The resulting partnership created an opportunity for APIOPA to

utilize the Echo Park Farmers' Market as a produce distributor for its first market conversion site.

Faith-based Partnerships

Network-LHD staff facilitated the creation of an independent council at St. Joseph Church in Hawthorne, whose membership consists of representatives from local community-based organizations and church parishioners, as well as area residents. The St. Joseph Church Health and Wellness Committee conducted a needs assessment of church members in order to tailor future nutrition interventions to the needs of the congregation. To enhance these efforts, Network-LHD staff utilized assessment tools for walkability, fast food establishments, and retail locations to survey surrounding neighborhoods for gaps in access to healthy foods and beverages as well as physical activity opportunities. St. Joseph's wellness committee also supported the launch of the "Let's Get Moving Lennox" project. In Year Two, Network-LHD staff will mentor church leaders to coordinate a health forum to share findings with church stakeholders and community members.

Department of Parks and Recreation

Network-LHD staff partnered with Los Angeles County Parks and Recreation-East Division to ensure free drinking water was available at the Summer Day Camp programs. As a result, hydration stations were implemented at two East LA Summer Day Camp sites, Salazar Park and Obregon Park. In addition, event staff purchased water and 100% juice only – an improvement from past events, when sugar-sweetened beverages were provided to the children.

Worksite Wellness

Network-LHD staff focused in the area of worksite wellness partnered with Mission Foods to establish a Worksite Wellness Committee for their corporate offices. Mentored by Network-LHD staff, the committee agreed to implement model vending policies, with the goal of at least 50% of snacks offered in company vending machines being healthy. Mission Foods is also implementing a policy which will provide access to free drinking water for all employees, and have committed to hosting healthier meetings by providing water, serving fruits and vegetables, and by including a physical activity break during meetings that last more than one hour. Mission Foods is promoting water consumption to their staff through "ReThink Your Drink" education materials, offering taste tests of water flavored with fresh fruit, and by including hydration education at the company's employee wellness fair. Network-LHD staff arranged for health-oriented partners, including DPSS, to participate in Mission's wellness fair in August 2013. We plan to expand similar work to 25 businesses that employ low-wage earners in Year Two.

County Nutrition Action Plan

LHD staff convened and facilitated the first County Nutrition Action Plan (CNAP) meeting in September 2013. Member agencies consisted of USDA/Food and Nutrition Service-funded and non-funded partners including DPSS, WIC, University of California Cooperative Extension (UCCE), the LAUSD Food Services Department, and the City of Long Beach Department of

Public Health, and others. The purpose of this meeting was to discuss how to enhance the effectiveness of nutrition education and promotion efforts among agencies and to allow these agencies to interact, identify overlapping goals, and develop strategies for potential collaboration.

Following the meeting, CNAP workgroups were created to achieve objectives targeted to specific groups or topics of interest. CNAP partners were encouraged to select objectives that align with their pre-existing scopes of work in order to maintain the interest and build momentum among member organizations. Workgroups identified include early childhood, medical/health plan provider, school meals, nutrition education/outreach, farmers' markets, retail market makeovers, and media/communications. CNAP members will reconvene next quarter to identify mutual areas of interest and to coordinate efforts around policy, systems, and environmental change (PSE).

Community Assessments

Network-LHD staff participated in training opportunities provided by the State to implement the State's community assessment tool, "Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3)". The purpose of this assessment is to measure various factors in high-need communities related to pre-identified obesity prevention benchmarks, create awareness and mobilization around problem areas, and encourage interventions that address the issues. For example, CX3 tools were used to assess Lennox neighborhoods for walkability during the planning stages of the "Let's Get Moving Lennox" project.

In Year One, LHD staff identified and mapped 10 high-need communities, and is in the process of analyzing the data. In Year Two, the resulting analysis will be shared with leaders in the selected communities to strategize interventions that address priority issues identified as a result of the effort.

Community/media events

In Year One, LHD staff conducted three promotional events reaching approximately 1000 individuals. Staff coordinated local media and public relations efforts to highlight Food Day, Fruit and Veggie Fest, and Latino Health Awareness Month. The Latino Health Awareness Month event on September 21, 2013 in Lennox promoted healthy eating and physical activity to the 200 participants in attendance. The event received media attention from Univision's KMEX34, featured as part of KMEX's "Salud" news segment.

Network-LHD staff provided support for the CDPH's media effort, "Get to Goal." Staff provided media training for local spokespersons and feedback on press release material. Also in Year One, air time for CDPH-approved radio ads was purchased for English- and Spanish-language radio (Power 106 KPWR-FM, Hot 92.3 KHHT-FM, and LaRaza 97.9 KLAX-FM). The ads focused on improving the intake of fruits and vegetables, and increasing physical activity for children and their families.

Quantitative Outcomes

Network-LHD staff participated in regular calls with CDPH's Program and Contract Officers to track progress and ensure completion of programmatic and fiscal reports in accordance with grant guidelines. During Year One, all required project milestones were met.

Evaluation Plan: In Year One, LHD staff created a detailed evaluation plan, to be implemented in Years Two through Four. The plan includes measuring progress and outcomes using the following methods: impact/outcome evaluation; measurement of policy, systems, and environmental changes; measurement of the nutrition environment utilizing Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3); and process evaluation.

Impact/Outcome Evaluation

Network-LHD staff plans to measure changes in fruit, vegetable, and beverage consumption and factors that influence their consumption using a pre-test/post-test survey design. Data will include a minimum of 100 matched pairs for youth in both LACOE and LAUSD (200 total matched pairs). Additional modules will include: community characteristics (including neighborhood safety, access to fruits and vegetables); food choices (purchase patterns, support for incentivizing CalFresh, perceived access to healthy options); eligibility and/or enrollment in SNAP, WIC, etc.; and health status (height/weight, disease state, and personal assessment of health).

Policy, Systems, and Environmental Changes

We will use both process evaluation and qualitative surveys to measure the number of health promoting policies, systems, and environmental changes that are accomplished. In addition, the following data sources and methods may be used to collect additional information on the health impacts of interventions across multiple levels of the social ecological model (individual, family, organization, and community): internet panel surveys, Field Poll surveys, and the Los Angeles County Health Survey. We are also planning to leverage evaluations being done on other related grant funded projects (the Community Transformation Grant, the First 5 LA-funded Early Childhood Obesity Prevention Project) to further assess the impacts of Network-LHD activities.

Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3)

The purpose of CX3 is to measure various factors in the community related to pre-identified obesity prevention benchmarks, create awareness and mobilization around problem areas, and encourage interventions that address the issues. Contractors will measure community factors in the areas of walkability, supermarket access via walking and transit, markets around schools, farmers' markets, and fast food outlets. Additional layers, applied as appropriate, may include: food availability and marketing; store environment – safety and walkability; fast food marketing environment; outdoor marketing environment; food bank and emergency food outlets; alternative food sources; and mobile vending around schools.

Process Evaluation

Activity tracking forms and summary reports will be used to collect the following data: total numbers of target population reached through direct and indirect nutrition education; number of community presentations; number of healthy food demonstrations; number of retail store tours; number of health fairs; number of media events; and number of trainings provided and/or attended. Qualitative summaries will include narrative reports, case studies, and impact assessments when applicable.

The qualitative and quantitative data collected will be used to inform future implementation of Network-LHD efforts. We anticipate that some data will be available to provide interim results in next year's report.

Lessons Learned

1. Need for sufficient time in the work plan for infrastructure development: In Year One, launching Network-LHD has required a significant amount of planning and administrative resources, given the change in CDPH's model that led to local health departments serving as lead local agencies. To meet grant guidelines while best serving the target population, the development and execution of contracts was necessary, as was creating the internal infrastructure to support subcontracting. This has left less time for program development and implementation, something we plan to accelerate in Years Two through Four.
2. Need to address geographic coverage in the RFP process: While we received a very good response to our RFP, we did not achieve the geographic coverage we would have liked and, as a result, are using the LAUSD and LACOE sole source contracts to fill gaps in services. In future RFPs, we will include more specific language to ensure equitable geographic coverage. In addition, we have reached out to other divisions in DPH and to other County departments to identify best practices for reaching high-need communities in the most equitable manner possible. Further, based on the experience with this RFP, we are planning to provide several capacity building workshops and ongoing technical assistance to community organizations in high-need areas over the next two years.
3. Importance of partnerships: Another lesson learned has been the value of collaboration with both internal and external partners. Network-LHD staff has benefitted from working closely with other DPH grant-funded initiatives to share contacts, align program efforts, and leverage resources. Collaboration across County departments has emerged as an effective method for strategically reaching the target audience, as evidenced by our partnership with DPSS. Our Year One efforts were greatly enhanced as a result of our new and ongoing partnerships with outside organizations, such as AltaMed, the Alliance for a Healthier Generation, Woodcraft Rangers, City of Huntington Park, LAUSD, and many others as noted above. These external partnerships not only helped us meet programmatic goals and expand our reach, but also helped maintain communication and trust with valued community partners during the transition to CDPH's new model of funding. We anticipate these partnerships will continue to be integral over the course of the entire grant period.